

Testimony in Support of LD 1957 – An Act to Promote Film Production in Maine

Submitted by Benn Marine of Cumberland, ME on behalf of Campfire Consulting in Portland, ME
May 2025

Members of the Joint Standing Committee on Taxation,

My name is Benn Marine, and I serve as the Director of Social and Environmental Impact at **Campfire Consulting**, a media strategy agency proudly based in Maine. I'm writing to express **our strong support for LD 1957**, An Act to Promote Film Production in Maine.

Campfire exists at the intersection of strategy, storytelling, and impact. We work with purpose-driven brands and nonprofits to plan and place media that drives positive behavior change, strengthens communities, and reflects the values we share as Mainers. As a certified B Corp and member of 1% for the Planet, we are deeply invested in ensuring Maine's creative economy thrives in a way that is both responsible and regenerative.

LD 1957 represents exactly the kind of forward-thinking policy that can help **position Maine as a hub for values-aligned media production**—generating good-paying jobs, attracting talent, and keeping creative work rooted in our communities.

By increasing incentives for film and media production, this bill supports:

- **Local small businesses and freelancers** in media, lighting, sound, design, and more,
- **Young creatives and returning Mainers** looking to build careers without leaving the state,
- **Positive portrayals of Maine's people, landscapes, and values** in national and global storytelling.

It's worth naming that this bill comes at a critical moment. As AI-generated content proliferates and misinformation continues to erode trust, *authentic, locally produced media has never been more important*. When we invest in ethical, human-centered storytelling, we invest in democracy, economic development, and our shared cultural identity.

Campfire is ready and eager to support this growth by helping responsible brands and organizations connect with Maine-based creative talent. We see this bill not just as an investment in the film industry—but as an investment in Maine's **creative future**.

We respectfully urge the committee to advance LD 1957 and help make Maine a place where values-driven storytelling can thrive.

Thank you for your time and leadership.

With Gratitude,

A handwritten signature in black ink, appearing to read "Benn Marine", with a stylized flourish at the end.

Benn Marine
Director of Social & Environmental Impact
Campfire Consulting